
Name **Nadiia Tkachova**

Position **Associate Professor at the Department of Law,
National Technical University “Kharkiv
polytechnic institute”**

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PROFESSIONAL AND ACADEMIC POSITIONS:

2013 to current	Associate Professor at the Department of economics and marketing , National Technical University “Kharkiv polytechnic institute”
2009 - 2012	Postgraduate at the Department of economics and marketing, Faculty of Economics, National Technical University "Kharkiv Polytechnic Institute".
2010- - 2013	Assistant Professor at the Department of economics and marketing, National Technical University “Kharkiv polytechnic institute”.

EDUCATION:

Ph.D. (Economics) (January 2013) National Technical University "Kharkiv Polytechnic Institute", Kharkiv, Ukraine

Specialization: Business, marketing, management

Master Degree graduated from the National Technical University "Kharkiv Polytechnic Institute" for the specialty «Management of the Organization» Kharkiv, Ukraine

COURSES TAUGHT

Extensive teaching at all university levels: Bachelor/Master:

- marketing
- business competitiveness
- business organization

FIELDS OF RESEARCH INTEREST:

- competitiveness research
- competitive advantages
- trademark
- advertising

SUMMARY OF CAREER ACHIEVEMENTS

- Prepared and published more than 100 research papers, textbooks and monographs in Economics

and Management (h-index = 15, i17-index = 32 in Google Scholar - <https://scholar.google.com.ua/citations?user=ai-9M8oAAAAJ&hl=en> ; ORCID ID is 0000-0002-3840-4516

- 2017, held a research internship "Balance and Challenges" at the invitation of Miskolc University Miskolc, Hungary. On the topic: "Compliance program of an industrial enterprise: the essence and content"

PROFESSIONAL MEMBERSHIPS:

- Member of the Ukrainian Association of Marketing (2018 to present)

RELATED PUBLICATIONS

Books & Papers (min 5 for the last 5 years)

1. Tkachova N. Management of relations with enterprise stakeholders based on value approach / P. Pererva [et al.] // Problems and Perspectives in Management – 2021. – Vol. 19, Iss. 1. – P. 24-38. (Web of Science)
2. Tkachova N. Formation of competitive advantages of machine-building enterprises on the basis of the benchmarking concept [Electronic resource] / N. Tkachova, T. Kobielieva, P. Pererva // International Marketing and Management of Innovations : Global Sci. E-Journal. – Electron. text data. – Bielsko-Biala, 2021. – № 6. – 10 p. – URL: http://immi.ath.bielsko.pl/wp-content/uploads/IMMI_2021_07.pdf, free (accessed 06.07.2021).
3. Man M. Formation of the staff motivation model in European countries / M. Man, P. Pererva, N. Tkachova // Results of scientific conferences of the Educational and Scientific Institute of Economics, Management and International Business of NTU "KhPI" for 2022: in 2 volumes Vol. 1. Research and optimization of economic processes "Optimum-2022": proceedings of the 19th International science and practice conference, December 7-9, 2022 / ed.: E. M. Stokov, O. M. Gutsan; National technical University "Kharkiv. Polytechnic Institute" [etc.]. - Kharkiv: Yu. I. Tomenko, 2022. - P. 45-48.
4. Tkachova N. Conceptual provisions of innovation marketing [Electronic resource] / N. Tkachova [et al.] // Marketing of innovations. Innovations in marketing : materials of the Intern. Sci. Internet Conf., December 2022 / ed. S. Illiashenko ; Univ. of Economics and Humanities. – Electronic text data. – Bielsko-Biala, 2022. – P. 10-14. – URI: <http://repository.kpi.kharkov.ua/handle/KhPI-Press/60368>.
5. Theoretical essence of innovative marketing / N. P. Tkachova [et al.] // Actual problems of management of socio-economic systems: materials of the 8th International science and practice conference, December 15, 2022 = The actual problems of social and economic systems management: process of the 8th Intern. sci.-practical conf., December 15, 2022. - Lutsk: LNTU, 2022. - P. 211-213.
6. N. P. Tkachova Evaluation of the effectiveness of marketing innovations [Electronic resource] / N. P. Tkachova, P. G. Pererva // Modern approaches to creative management of economic processes: materials of the 14th International science and practice conference, April 13-14, 2023 / National Aviation University - Electron. text. date. - Kyiv, 2023. - P. 302-306. –URI: <https://repository.kpi.kharkov.ua/handle/KhPI-Press/65812>
7. Veres Somosi M. Features of advertising of intellectual property objects / M. Veres Somosi, N. P. Tkachova, P. G. Pererva // Project management. Prospects for the development of project and neuromanagement, management information technologies, technologies for the creation and use of objects of intellectual property rights, technology transfer: collection. of science according to the materials of the 5th International science and practice internet conference, March 23-24,

2023 / editor: Yu. S. Proydak [and others]; Ukraine state University of Science and Technology [etc.]. - Dnipro: Yurservice, 2023. - P. 371-375.

8. Tkacheva N. P. Advantages of promoting a product to the market with the help of event marketing / N. P. Tkacheva, P. G. Pererva, S. A. Kosenko // Management and marketing as factors of business development in the conditions of economic recovery: materials of International. science and practice conference, April 18-19, 2023: in 2 vols. Vol. 1 / resp. ed. V. V. Khrapkina, K. V. Pichyk. – Kyiv: VD "Kyiv-Mohyla Academy", 2023. – P. 61-64